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PATENT
Attorney Docket No.: 16222U-011310US
Client Ref. No.: P-00857

TOWNSEND and TOWNSEND and CREW LLP

By: 

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Paul Spaeth

Application No.: 10/660,328

Filed: September 10, 2003

For: OPT-IN/OPT-OUT IN LOYALTY
SYSTEM

Customer No.: 66945

Confirmation No. 5961

Examiner: Yehdega Retta

Technology Center/Art Unit: 3622

AMENDMENT

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Commissioner:

In response to the Office Action mailed December 15, 2008, please enter the
following amendments and remarks:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this
paper.

Remarks/Arguments begin on page 10 of this paper.